

THE BEAUTIFICATION OF YOUR HOME, ADDING TO ITS ATTRACTIVENESS, IS A DUTY AND A TRUST.



WE ARE OFFERING YOU PROSPERITY VALUES ON FURNITURE AND SOLICIT YOUR EARLY INSPECTION.

You are amply justified in doing now that refurbishing which you have delayed so long.

## WE FURNISH THE HOME COMPLETE

206, 208 210, 212  
SOUTH MAIN STREET  
CLOVIS, NEW MEXICO

**Clovis Furniture & Undertaking Co.**  
R. M. BISHOP, Manager

206, 208 210, 212  
SOUTH MAIN STREET  
CLOVIS, NEW MEXICO

### FIFTY-FIFTY

The aviator turned to his passenger: "Fifty percent of those people below think we'll never return alive," he said boastfully. "That's not all," said the passenger. "Fifty percent of us up here think so too."—American Legion Weekly.

Phone 97 for job work of all kinds.

### ADVERTISING

P. T. Barnum bought Jumbo, the great elephant, for fifteen thousand dollars. Jumbo was only two inches taller than other elephants, but Jumbo's advertising was colossal. He brought to Mr. Barnum over \$2,000,000. The elephant, stuffed in a New York museum, is an illustration of the possibilities of the genius of advertising.

### HOME OWNER MAN OF WIDE INFLUENCE

The man of a family who fails to appreciate the true significance of home owning to himself and family has not reached full stature. If his ambition points that way he has made the start; but ambition unbacked by decision is of little avail.

The basic need of all men and women is a home and the sense of shelter and security which goes with ownership. If there were no other arguments worth while men would be more than justified in building and owning their own homes for the children's sake.

Like father, like son! The next generation will not be a home owning one, if the present generation doesn't show the benefits of home-owning and inculcate the home-owning ambition. If you are determined that your children shall have a fair show to make good on your ambitions for them, get them tucked away in a good home—a home that is all yours and theirs. It will become to them the very hub of the universe, a very sacred spring of inspiration and a very tangible example of the prudence of thrift. If you would do your part toward making your children's future secure in a nation of home owners—build now.

Another thought is the sense of independence that home ownership brings. Somewhere in the heart of every man is the desire to be freed from the reach of want and care. Independence makes for better workmen, better fathers, better men!

One of the largest employers of labor in the country ordered a canvass of his factories to determine what percentage of the employees owned their own homes. At the same time he urged all the employees to become home owners or buy homes. Sound logic prompted this action.

The responsible man is the valuable employee. The home owner has a deeper sense of civic pride. He is established; he is responsible; he is interested in everything that tends toward the peace and security and up-

building of the community.

The example set by one manufacturer will be followed by others. It will daily become more requisite to a man's securing responsible employment that he owns his own home. The home builder is the life of his community; the community needs and wants him.

### ON LOSING ONE'S GRIP

A great weakness of people everywhere is the lack of power to stick to a thing. They lose their grip. How energetically they often go into a thing, only to let it drop, after working vigorously for a short while! If success does not come immediately, it is their tendency to quit, discouraged. They do not follow the trite, but true old saying, "If at first you don't succeed, try, try again."

One will never accomplish anything if he cannot "stick". Through strictest perseverance, though all things seem to oppose, a man is made. After all, the things for which one must struggle, the greatest are the things which are truly worth while and the things which one must enjoy. The things which are thrust upon and which he obtains without any effort on his part, he casts aside, considering them of no value. Therefore, if one "sticks" through thick or thin, he will surely be rewarded, and his enjoyment of that reward will be trebled, because he really earned it.

All about us we see typical examples of people who lose their grip.

### WHAT WOULD YOU DO?

If the girl you loved and hoped to marry asked you if you had ever kissed anyone but her and you had; and still further, you would lose \$10,000.00 if you told a lie—what would you do? That is the predicament one young duck was placed in in "Nothing But the Truth." William Collier's great success was made in this comedy over which New York yelled with joy. It will appear one of the nights at the Redpath-Horner Chautauqua here this year. The staging will be excellent and the cast from New York.

The 16-year-old Princess who is having her first love affair doesn't know that it is going to develop into an epidemic.

### DON'T KICK

There ain't no use of kickin' friend. When things don't come your way; It does no good to holler round, And grumble night and day. The thing to do is curb your grief, Cut out your little whine; And when they ask you how you are, Jest say, "I'm feelin' fine." There ain't no man alive but what is Booked to get his slap; There ain't no man that walks but what

From trouble gets his rap. Go mingle with the bunch, old boy, Where all the bright lights shine. And when they ask you how you are, Jest say, "I'm feelin' fine." Your heart may jest be bustin' with Some real or fancied woe, But when you smile the other folks Ain't really apt to know. The old world laughs at heart aches, friend,

Be they your own or mine; So when they ask you how you are, Jest say, "I'm feelin' fine." —Exchange.

This Suff business is going the limit. The other day we saw a woman who had a perfectly good Adam's apple.

## Back in the Game

The Murray Confectionery is now ready for business at the old stand where we served the public for so many years. It will be our aim to conduct an up-to-date confectionery business, with everything clean and sanitary—just such a place that we gave you when in business before. We will appreciate your business and invite our friends to call and see us.

### MURRAY Confectionery

Slaughter Murray, Proprietor.

Phone 97 for job work of all kinds.



## How much should I give to make this a better world?

A CERTAIN man in New York filled out his income tax report.

It showed an income so large that his tax was 53%. And his total gifts to church and charity for the year were \$148.

Think of it—thousands spent for luxuries and pleasure for himself; and \$148 to leave the world a little better than he found it!

Most of us do better than that; but not so very much better.

Our average daily gift for all church causes is

- less than we spend for daily papers
- less than a local telephone call
- less than a third of the day's car fare
- less than 3 cents a day

No wonder that 80% of the ministers of America are paid less than \$20 a week. No wonder that the church hospitals turn away thousands of sick people a year. No wonder that China has only one doctor for every 400,000 people. No wonder that every church board and charity society is forever meeting deficits, forever passing the hat.

It isn't because we are selfish; it isn't because we don't want to help. It's just because no one has ever put up a great big program to us, and asked us to think of the work of the church in a systematic businesslike way.

The Interchurch World Movement represents the united program of thirty denominations. They have surveyed their whole task, no business could have done it better.

They have budgeted their needs; no business could have a more scientific budget. They have united to prevent the possibility of waste and duplication. At least a million dollars will be saved by the fact that thirty individual campaigns are joined in one united effort.

And they come to the men or women who love America—to you—this week asking you to use them as the channel through which a certain definite part of your income can be applied to make this a better world.

Only you can determine what part of your income that should be.

It's a good time right now to answer that question. We're passing through the world just once; how much better will the world be because you passed through?

United Financial Campaign



April 25th to May 2nd

**The INTERCHURCH World Movement of North America**

The publication of this advertisement is made possible through the cooperation of thirty denominations.

### MY HEAD!



When the head feels thick or aches, when one feels all out-of-sorts—perhaps a coated tongue—it is the signal that poisons are accumulating in the system, and should be cleaned out at once.

Auto-intoxication can be best ascribed to our own neglect or carelessness. When the organs fail in the discharge of their duties, the putrefactive germs set in and generate toxins—actual poisons, which fill one's own body.

Sleepiness after meals, flushing of the face, extreme lassitude, biliousness, dizziness, sick headache, acidity of the stomach, heartburn, offensive breath, anemia, loss of weight and muscular power, decrease of vitality or lowering of resistance to infectious diseases, disturbance of the eye, dyspepsia, indigestion, gastritis, many forms of catarrh, asthma, ear affections and allied ailments result from auto-intoxication or self-poisoning.

Take either oil, or procure at the drug store, a pleasant vegetable laxative, called Dr. Pierce's Pleasant Pellets, composed of May-apple, aloes and jalap,

## The Bank You Can Depend On

You can always depend on the bank that maintains a friendly business relationship with its customers through careful and conscientious attention to their interests, whether large or small.

You need not feel any hesitancy about approaching us with your first small deposit. This bank is made by the people who deposit money in it.

We make loans on either real estate or chattel mortgage security. Cattle loans our specialty.

## Citizen's Bank of Clovis

"THE FARMER'S FRIEND"